

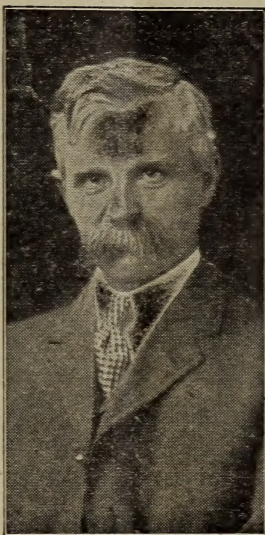
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1912

Are
We Acquainted

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E. M. SHERMAN

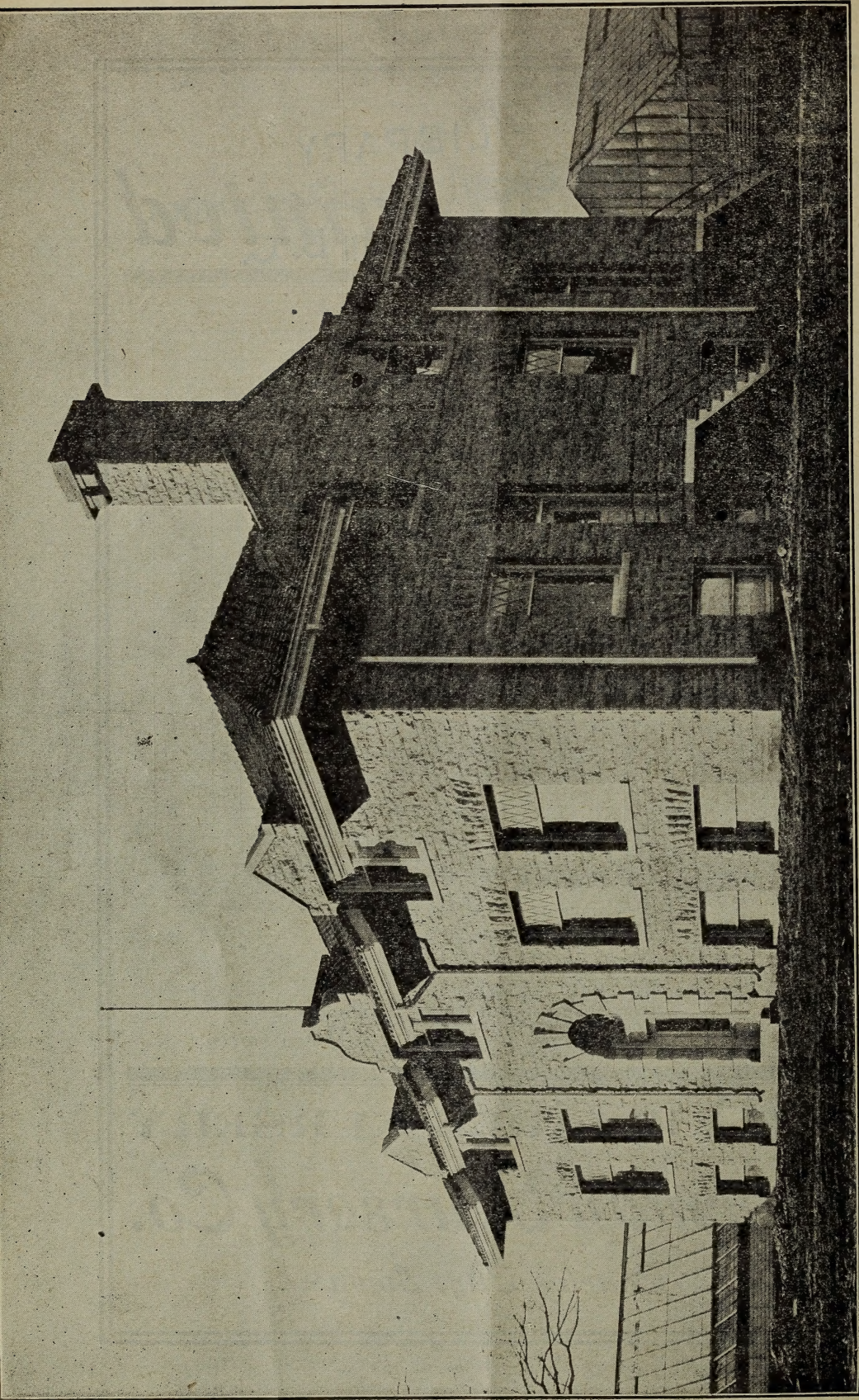
President of the Sherman
Nursery Company

"He who plants a tree,
He plants love;
Tents of coolness spreading out above
Wayfarers, he may not live to see,
Gifts that grow are best,
Hands that bless are blest,
Plant! Life does the rest,
Heaven and earth help him who plants a tree,
And his work his own reward shall be."

—*Lucy Larcom.*

THE RELIABLE NURSERY
Sherman Nursery Co.

Charles City, Iowa



The Office Building of the Sherman Nursery Co., Charles City, Iowa.

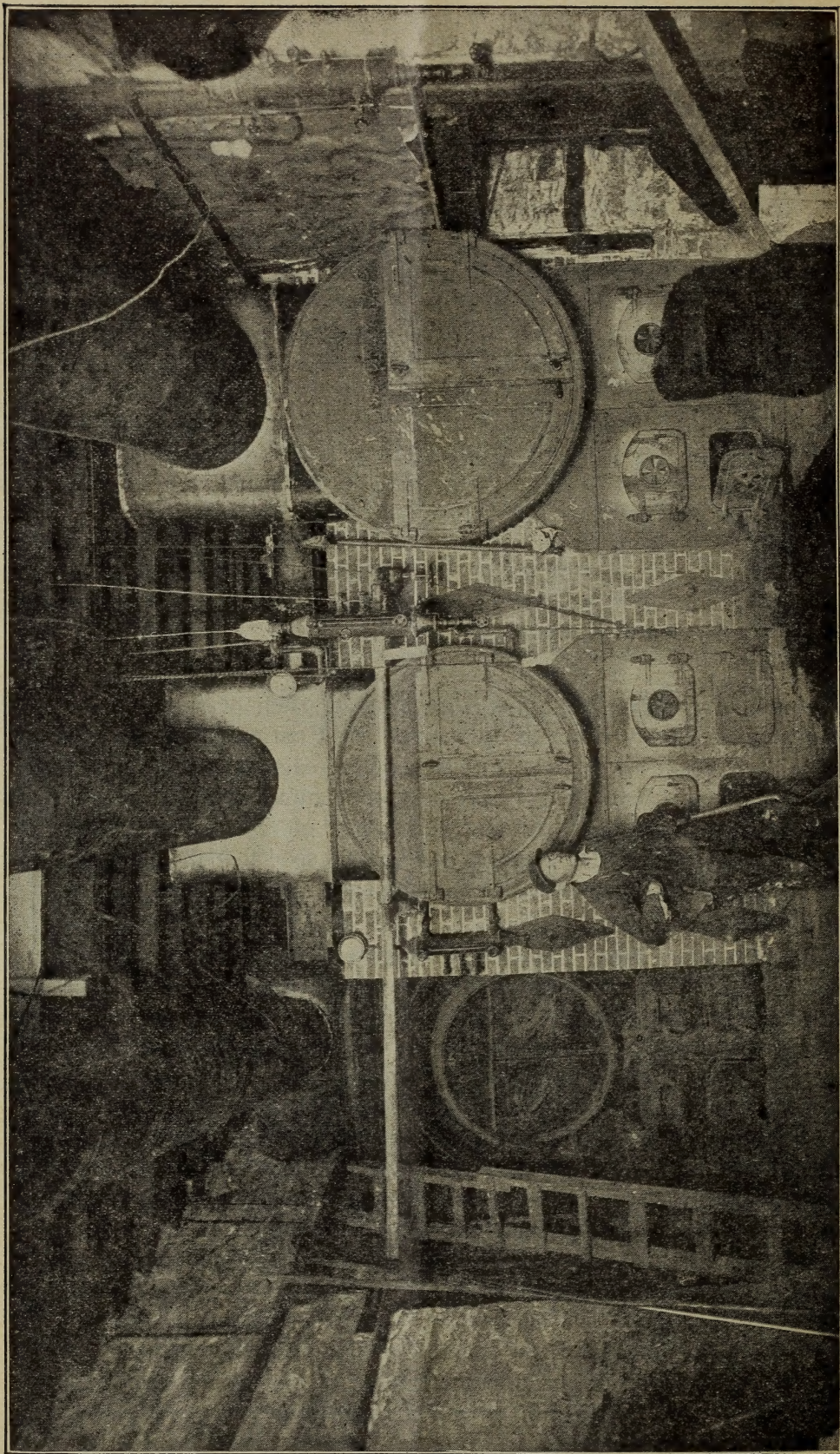
A Word to the Public

Our Policy:—For twenty-five years there has been a Sherman Nursery at Charles City, Iowa. For twenty-five years this nursery has been sending out trees into the Northwest that have made Charles City a household word with every planter of trees or plants. For twenty-five years the purpose and policy of E. M. Sherman, the founder of the Sherman Nursery, has constantly been to deal squarely and fairly with his patrons; to fill all orders with the best possible grade of Charles City trees for the money; to fill all orders with trees true to name and free from all disease.

That this policy has been faithfully followed and has gained for us a constantly increasing number of friends and loyal customers is best shown by the steady growth of the business.

The Beginning:—Beginning with a small patch of some twenty acres in 1884, the ever increasing demand for Charles City trees, has made it necessary to continually enlarge our acreage in order to meet it, until at the present time we have over nine hundred acres devoted to the raising of trees. Beginning with a small office in a rented room up stairs, the needs of the business have grown so as to make necessary the erection of the splendid office building shown on the opposite page.

Why the Sherman Trees are Better:—The policy of "square dealing," however, cannot be given the entire credit for the wonderful growth of the business. There are other things that are almost equally important. Chief among these are the hardiness and early bearing qualities of trees grown at Charles City. No matter how well disposed to do the right thing by his customers, Mr. Sherman might have been, no matter how good the trees looked when delivered, had the Sherman trees proven only "fair weather" trees like those raised in less exposed locations, the Sherman Nursery would doubtless have still been down near the bottom where it began. But there is a reason. It is this: Sherman trees are planted on the open prairie and for from three to four years endure the peculiar and trying weather conditions that prevail at Charles City. A tree that stands this test cannot help but be singularly well adapted to planting in the far north, and our many thousands of customers can tell you that such is the case.



The 250 Horse Power Heating Plant From a Flash-light Picture

Notice the table below and you will see that although Charles City is "way down south" as some of our competitors say, the weather conditions at Charles City are not different from those of St. Paul, Minn.

PLACE	Years of Record	Average temperature Dec. to Jan.	Average Annual Temperature	Altitudes
CHARLES CITY, IOWA.....	25	20 degrees	45 degrees	1075 feet
Huron, S. D.....	23	17.5 degrees	44 degrees	1287 feet
Helena, Mont.....	24	24.4 degrees	43 degrees	4109 feet
Havre, Mont.....	23	16 degrees	41 degrees	2183 feet
Kansas City, Mo.....	15	33.4 degrees	54 degrees	909 feet
La Crosse, Wis.....	31	22 $\frac{1}{4}$ degrees	46 degrees	673 feet
Omaha, Neb.....	33	27 $\frac{1}{4}$ degrees	50 degrees	1105 feet
Pierre, S. D.....	16	20 degrees	47 degrees	1455 feet
St. Paul, Minn.....	31	19 $\frac{1}{4}$ degrees	45 degrees	758 feet

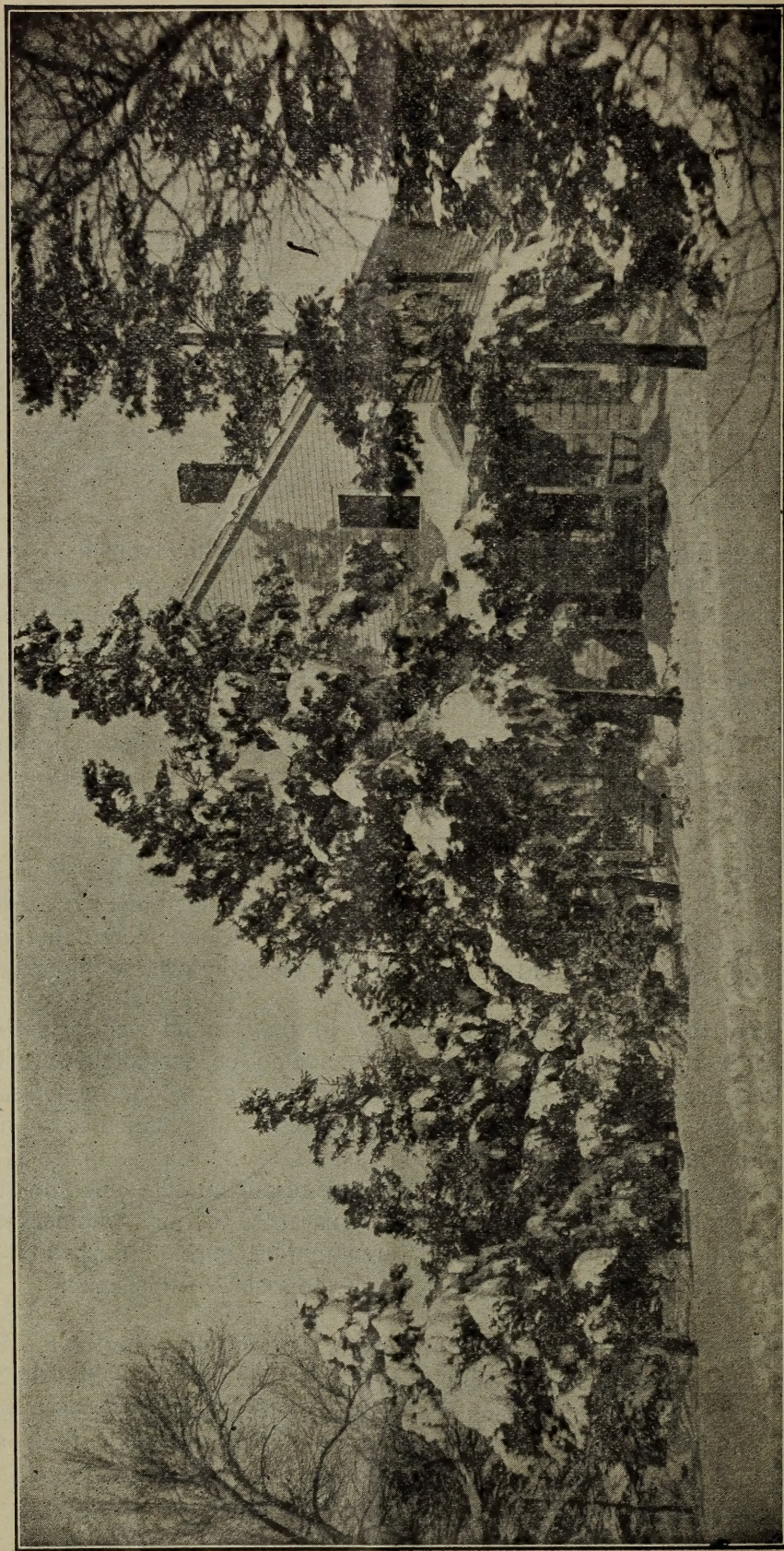
Please note that the above is no comparison of "freak years." It covers the weather conditions for a generation. In fact ever since the record has been kept. Latitude taken into consideration, Charles City has the reputation at the Weather Bureau as being the "COLDEST SPOT ON THE MAP."

Why They Bear Early:—The early bearing qualities of the Sherman trees has long been a source of wonder and envy to our competitors as well as a delight to our customers. The reason is plain to anyone who has ever compared a Sherman tree with any other kind.

It is all in the root. By some peculiar quality of the soil upon which our trees are grown, which, of course, is like the rest of the land surrounding Charles City, plants and trees develop a root system which cannot be excelled anywhere. In fact, we are able to successfully compete with Fredonia, New York, considered to have the best soil in the world for propagating grape vines. A tree that leaves the nursery with the best supply of roots will, of course, recover from the shock of transplanting the best and it is no unusual thing for a Sherman tree to bear fruit the second year out. Roses bloom the same season planted if the old stem is cut back when the plant is first set out.

True to Name:—In no nursery in the United States is there greater and more painstaking effort made to be absolutely sure that orders are filled with stock true to name. We grow our own trees—900 acres of them. Every row of trees we set out is staked as soon as planted and the trees are labeled just as soon as dug—there is no guess-work as to the varieties. The size of our nursery and the scale upon which we grow stock is itself a guarantee to our customers that they will get what they order. You cannot be sure of this when ordering from some small nursery where the assortment is small.

No Fake:—We can supply our customers with anything in the way of trees or plants, but we will say that WE DON'T EXPERIMENT. What we list in our catalogue are such varieties as have been tried out and proven hardy and of value in the North. We leave the booming of "Novelties" to our competitors. If you see anything in the



The Field Foreman's Residence after a snow storm, showing that Charles City is not quite so near the "banana belt" as it might be. 30 degrees below zero is not uncommon, and that too with no snow on the ground.

Sherman list there is no "fake" about it. We don't deal in "new and wonderful" varieties of which no one ever heard before.

We Deliver the Goods:—Anyone who has ever been present at the unpacking of a shipment of Sherman trees and has ever had a chance to compare the condition of these trees on arrival with those from the ordinary nursery, will understand another reason why the Sherman trees have become so much in demand. The Sherman trees are raised by experts. They are likewise packed by experts. Experts surrounded by every possible convenience for doing expert work that the experience of twenty-five years can suggest. A strong box lined with heavy paper—the trees packed tight and every vacant place filled with damp moss. Is it any wonder that a box of our stock could cross the Atlantic three times in six months and open up at the end of its third trip in first-class condition.

HOW OUR GOODS ARE PACKED

Three Times Across the Atlantic Ocean

GLENDAL, MINN., July 10th, 1904.

SHERMAN NURSERY CO., Charles City, Iowa.

GENTLEMEN: The Apple trees you sold my father last fall were received in Holland the 26th day of April, 1904, and as you shipped them the 28th day of October, 1903, they were in the box fully six months.

This delay was caused by the failure on the part of the Foreign Department of the American Express Co., to send with the shipment, the Certificate of Inspection showing that the trees were free from injurious insects and plant diseases which is required by the laws of Holland, so that on their arrival at the Port of Entry in Holland, the inspectors refused to accept the goods and, after allowing them to lie around on the dock nearly three weeks, sent them back to New York. On their arrival at New York, the Express Company notified the shippers that the stock had been refused, but stated no reasons. Upon investigation it was found that the cause of the rejection was as stated above, and a new certificate of inspection was sent forward. This with the necessary correspondence in connection with the same, caused delay of some time and it was fully four months before the goods were shipped from New York City.

On their arrival in Holland a second time, my father was on hand to receive the goods and they were allowed to enter. He did not think there would be a single one alive but after having gone to the expense he had in connection with the deal he thought he might as well plant them, which he did and, to his surprise, seventy-eight out of the 100 trees were growing nicely when he wrote us on the 15th of June.

My father has been in the nursery business about forty years, but he says that your packing is something wonderful. Had not the inspector in Holland refused admission to the box on its first arrival, there would undoubtedly not been a single dead tree in the whole lot. I wish further to state that the past winter (1903) has been one of the coldest we have ever experienced. My father was in America last summer and it was through us that he bought the trees.

We received a fine lot of apple trees from your nursery last spring and also got some from a Minnesota concern also from some other nurseries, but your trees were far superior to all others. Of the one hundred and sixty planted last year from your company only two died and the rest are doing nicely. We all recommend your trees to be the best that we have ever had and my father will try to get a lot later on.

Hoping that the above will be good news to you and thanking you for your kind treatment, we remain,

Yours truly,

STREEFLAND BROS.

More About the Same Trees

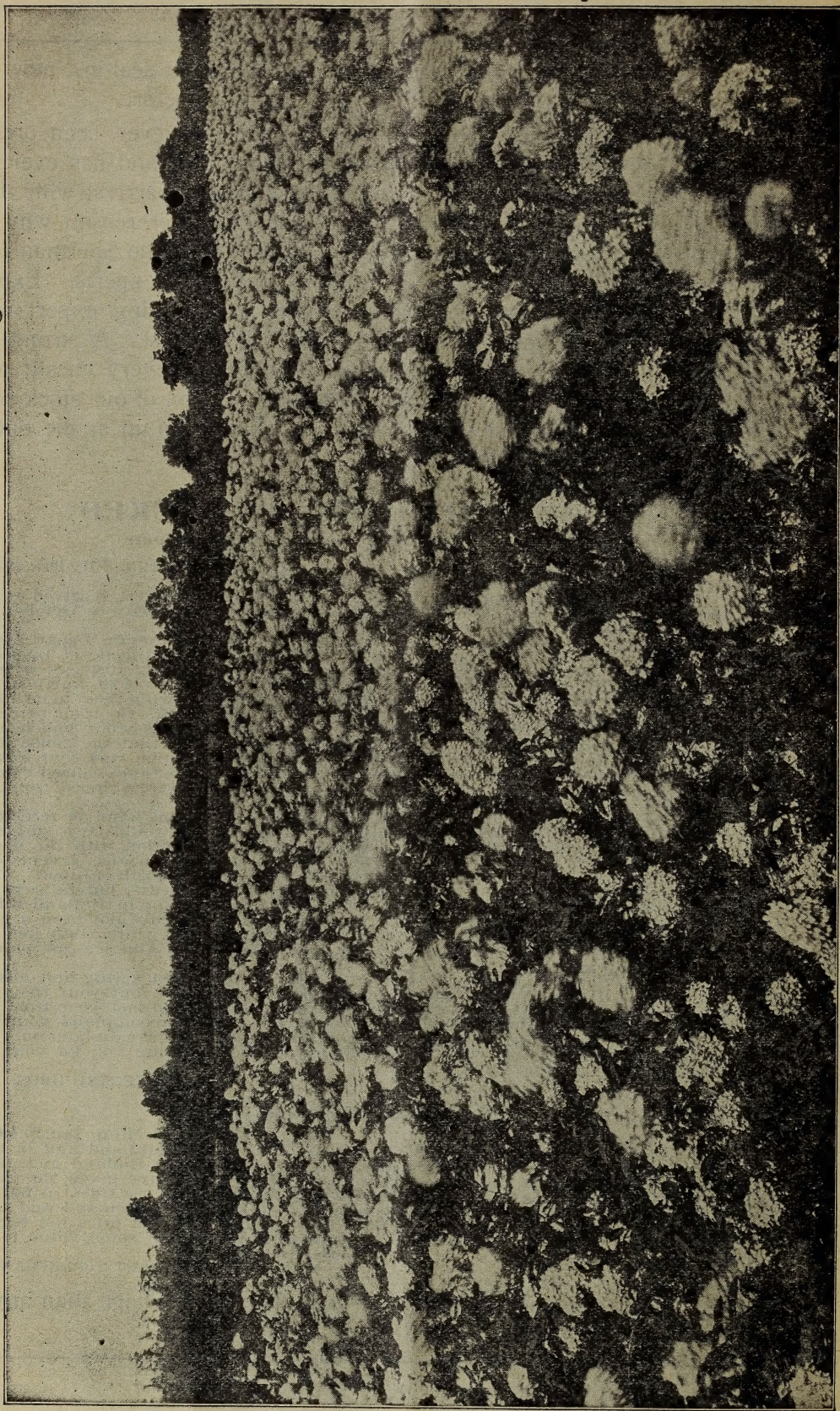
Savage, Minn., Jan. 20. 1908.

Gentlemen: Your letter with the postal card of my uncle is at hand and in translation of this will say that my uncle has a nursery of his own in Holland and as you will remember he got some apple trees of you. These trees have given the best of satisfaction and my uncle has thousands of applications for those trees so he finds himself almost compelled to buy trees from you to supply the demand and in his card he asks that you be so kind as to send him a catalogue and price list together with all information. Hoping that my information may be of some value to you, I remain,

Yours respectfully,

ART STREEFLAND.

We deliver the goods—better goods—in better shape than anyone else. It pays us to do it.



A Field of Phlox or "Sweet William" on our Grounds. Easy to grow and hardy anywhere

A Thing or Two About Ourselves

On the second page you have seen the Home of the Sherman Nursery.

The Office at Charles City, Iowa—It is forty feet wide by sixty feet long, built entirely of limestone quarried on our own land, with the exception of the trimmings about the windows and doors which are Bedford stone. It is roofed with red tile. What appears to be a chimney is a ventilation shaft. The entire building is heated by steam supplied by the same heating plant that heats the range of greenhouses. The boilers will be seen on the fourth page. The three boilers combined generate 250 horse power. The entire office building is occupied by the various departments of the Nursery business. It is lighted throughout by electricity.

The Greenhouses—Surrounding the office on the south and west is a range of greenhouses representing a surface of 50,000 square feet of glass, one of the largest plants of its kind west of Chicago. These houses are planted entirely to roses for cut flowers, which are sold at wholesale in Minneapolis, St. Paul, Chicago and St. Louis, and from these points sent out to smaller towns in the west in retail shipments for funeral designs and wedding decorations. Some of our wholesale customers make shipments of our flowers as far north as Winnipeg, Can. You may have seen some of our flowers without knowing it.

The Inside—The interior of the office has been fitted up with every modern convenience. Adding machines, telephones connecting with the different parts of the Nursery, phonographs for handling the correspondence, copying machines for taking copies of all letters that go out. On the walls are the very latest maps, secured from the U. S. government, on the reference table are the latest copies of all the prominent farm and horticultural papers in the Northwest, the latest government bulletins and reports of state experimental stations, the latest and most accurate business atlases on the market, as well as a complete and up-to-date library of horticultural subjects.

The Customer List—A complete card file is kept of all our customers, and on each card is given a history of our dealings. Your name is on that list. When we have an agent in that vicinity, he is given the names of all and instructed to call on those whose business has been satisfactory. His business, of course, is to sell our trees, but he is also there to see that you are satisfied with the way we have treated you. We want a square deal ourselves and intend you to have the same.

The Phonographs—The most up-to-date way of answering the mail is by phonograph. If you write us, the letter is answered into a phonograph and the record is handed over to a typewriter operator who writes it out almost as fast as the machine repeats it.

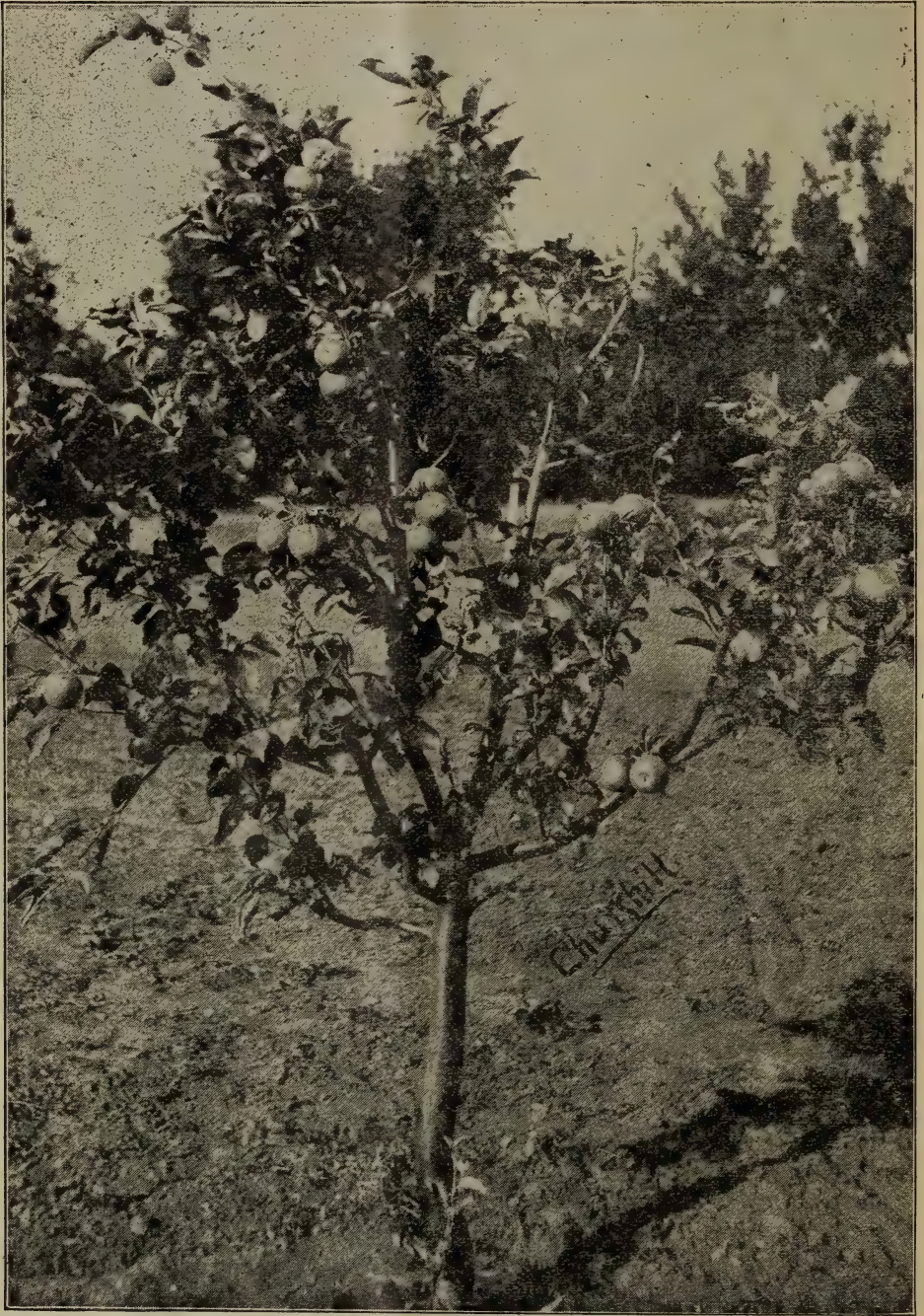
Our Telephones—Every part of our grounds is connected with the office by telephone. We have over twenty different telephones of our own installed besides two connections with the city exchange.

The Packing Cellar—The packing cellar in which all our stock is stored and packed is the largest and most up-to-date building of the kind west of the Mississippi if not in the United States. It covers two acres of ground and is built entirely of limestone quarried on our own grounds. It is lighted by electricity so we can pack night and day during the rush. It is equipped with box making machinery for making tree boxes of which we make many thousand each year. We use fifteen to twenty carloads of lumber a year for tree boxes.

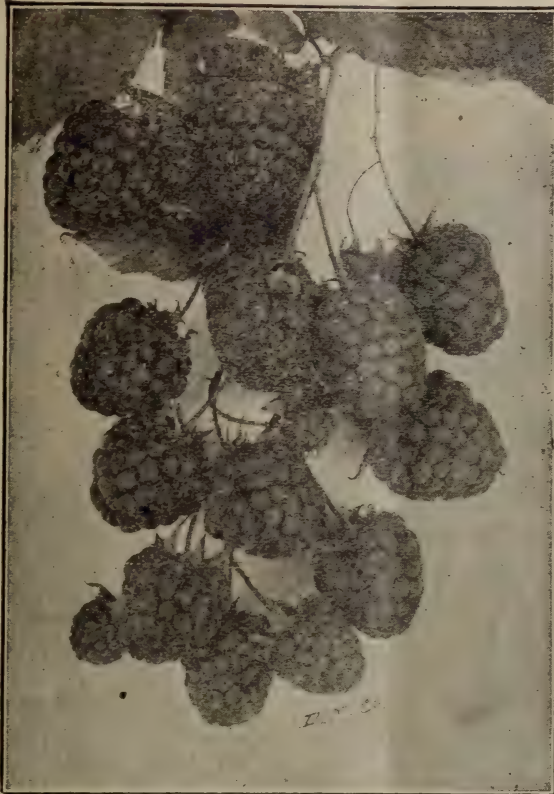
On the following pages we describe a few things we know are good and will succeed with you:

The PATTEN GREENING—The Heaviest Bearing Apple Tree

It will thrive and bear fruit where any other tree will live



The Patten Greening originated at Charles City. It bears young and bears every year. It will bear more fruit in a given number of years than any other tree known. A late fall or winter apple.



What You Have
Been Looking For

A RED
RASPBERRY



THAT BEARS LIKE
THE BLACK

—
That Won't Freeze
Down in Winter

THE COLUMBIAN RASPBERRY

The most valuable addition to the list of hardy bush fruits for years. It grows from ten to sixteen feet high and bears fruit in proportion. It does not spread like the ordinary raspberry. It does not freeze down in winter. Twenty quarts of fruit have been gathered from a single bush in a season. Be sure to ask our agent about it when he comes.

—
**Clarence Wedge, of Albert Lea, Minn., a Prominent
Minnesota Horticulturist, says of it:**

It has been the most satisfactory of its class I have ever handled. It can be relied on to yield a good crop every year. It does not spread like the ordinary raspberry. The canes freeze back very little and this does not interfere with the bearing in any way. After a careful test of all known varieties I am convinced that there is no better raspberry for general planting than the **Columbian**. I am setting out a large plantation of them myself this spring.

—
No need of getting your raspberries in cans at the grocery store after this. Get them in your own back lot and they won't need a "pure food" label.

The Best Currant of Them All



THE LONG BUNCH HOLLAND

The plants grow to an immense size and yield enormous crops. Note the size of the bunches. Hardy anywhere. Should be planted on rich soil.

A Good Plum to Plant

The Abundance—The best Japanese Plum. Fruit large. Bears early and profusely. Tree apt to over-bear, hence fruit should be thinned out to keep tree from killing itself. Ripens the first week in August.

Our Plum are grafted on wild plum roots, not peach roots. They don't winter-kill. Ask our agent to show you the picture of the **Abundance** when he comes.

A Hardy Cherry

The Ostheim—It ripens the middle of July. Has stood the severest winters in Minnesota, and is recommended by the Minnesota State Horticultural Society for planting in the Northwest. Fruit of good size. The hardiest sour cherry known.

The Good Old-Fashioned Tartarian Honeysuckle

It blossoms in June. Profusely covered with white or pink flowers, and afterward with a bright red berry. Perfectly hardy anywhere. It should be in every door yard. A hardy native shrub.

The High Bush Cranberry

Grows wild still in some sections of the Northwest. It resembles the Snowball. Grows from eight to fifteen feet high; bears an abundance of blossoms, and in winter is covered with large clusters of bright red berries, which will hang on until spring if not disturbed. Prized by some people for the brilliantly colored and highly flavored jelly made from the berries.

The Spirea Van Houtti

To see it is to want one like it. A perfectly hardy flowering shrub. When full grown it stands about six feet high, but the tips of its branches droop to the ground in every direction. It is the most beautiful and appropriate of all for cemetery planting. It blossoms about Decoration Day, in fact it is usually in bloom on that day. When in full bloom it is one mass of white blossoms hanging in clusters about the size of a silver dollar.

The Russian Olive

A splendid hedge plant for dry sections. Will make a hedge where no other tree will grow. Introduced from Russia. It is remarkable for its ability to withstand drought and extreme cold. Nothing will eat it, the worms and the rabbits leave it alone. It has silvery green foliage and bears a profusion of small yellow blossoms of such spicy and penetrating fragrance that it can be noticed for a great distance. It is a rapid grower, reaching a height of from twenty-five to thirty feet in ten years.

The Buckthorn

The hardiest of all hedge plants. Especially desirable for clipped hedges; it will stand repeated prunings without injury. Foliage dark green.

Prof. C. B. Waldron, of North Dakota Agricultural College, says of it as follows:

"We have had it growing here as a hedge for a number of years and consider it the one best hedge plant for North Dakota. For the purpose that a hedge is usually grown, that is to make an enclosure that will ordinarily turn most kinds of stock and all kinds of people, we know of nothing so good as the Buckthorn."



A Few Rows of White Spruce in the Nursery

The **HARDIEST** Evergreen

Evergreens will grow anywhere where agriculture can be carried on. Your success depends entirely on your selection of the proper variety.

The White SPRUCE is the hardiest of all trees. It is the last tree to disappear as you go north into the Arctic regions. It grows wild as far west as the Black Hills. On account of its not making quite as rapid growth the first few years from the seed, it is a little more expensive than some other varieties but its beauty and hardiness more than make up for the difference in price. It grows very bushy and its branches extend almost to the ground, hence two or three rows of them will be more of a windbreak than several acres of ordinary grove.

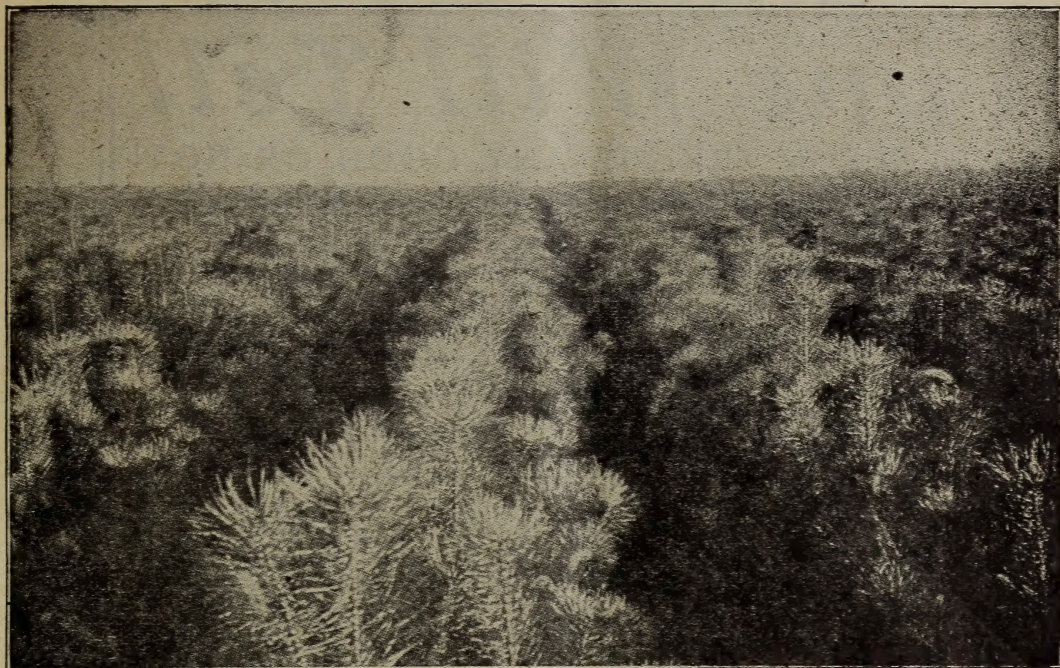
Our evergreens have the characteristic Charles City Root, and added to this, they are transplanted and root-pruned from time to time so that they are furnished with an unusual amount of fine fibrous roots; these are close to the body of the tree and are not lost in digging. Charles City trees are heavy and bushy; they will weigh three or four times as much as trees of the same height grown anywhere else. Orders of fifty or more of transplanted sizes are boxed separately so they won't have to be opened in town. You take the box and all home with you and unpack when you are ready to plant. The best sizes to plant are 12-18 inch, 18-24 inch and 2-3 foot sizes. Our evergreens stay green.

I have purchased stock of the Sherman Nursery Company for three years and have found the company always doing as they agree. As regards to the White Spruce, I consider it the hardiest of all the different kinds of evergreens I have ever planted. Fifty-three out of sixty trees purchased of the Sherman Nursery Company, are putting on a rapid growth and the rest no doubt will also live. Next to the White Spruce I consider the Norway Spruce the hardiest. I put out 25 Compass cherry trees last year and was surprised as well as pleased to find a number of cherries on the trees this year. I consider the Sherman Nursery Company strictly reliable and particularly as regards the trees they send their customers.

Yours truly,

HENRY T. LEE.

Fingal, N. D., July, 1907.



A Few Rows of Scotch Pine

The FASTEST GROWING Evergreen

It will stand more abuse and hard knocks than any. They have been known to grow as much as 2 or 3 feet in a season and on account of its more rapid growth to remarkable size it is cheaper than most varieties of nursery grown evergreens. There is nothing that is any better for windbreaks on the prairie. You won't have to wait a life-time before they make a windbreak either.

M. A. CAMPBELL, of New Auburn, Minnesota, says: "I tried setting out Evergreens many times, but never got them to grow until I planted out some Sherman Nursery Company Evergreens seven years ago. The same spring I planted out some Box-elder along side the Evergreens, but the Evergreens are much higher than the Box-elder. I am going to set out fifty more evergreens this coming spring.

The MOST BEAUTIFUL Evergreen

The COLORADO BLUE SPRUCE—A rather slow growing tree, very beautiful in shape. The color of the foliage varies greatly in different trees from light green to a silvery blue; the latter color is hard to obtain, hence quite expensive, but there is nothing more beautiful for a lawn tree than one of these. It must be seen to be appreciated. No picture or description can do it justice. A tree two or three feet high is about twelve years old. It is hardy anywhere. Selected specimens of these are dug with the earth about the roots and shipped in baskets. Plant basket and all.

A Few Facts About Raising Evergreens

Raising evergreens from seed must be done under screen and in especially prepared ground. The first year the plants make a growth of from one to two inches, the second year they grow from two to four inches when they are transplanted the first time. It is only after they have attained the size of 12 to 18 inches that they really begin to grow.

Time Will Tell

WHETHER A TREE IS ANY GOOD OR NOT!

But can you afford to wait? Would you want to take chances, if you knew where you could get trees that others had found to be absolutely sure to grow and bear fruit?

I Guess Not!

We are not bragging when we say that you will find the
SHERMAN TREES that kind.

One Year Afterward:

Sherman Nursery Co., Charles City, Iowa.

Dear Sirs: Of the one hundred apple trees and small fruit I purchased of you in the Spring of 1908 all are living except two apple trees, and they have been promptly replaced. I will recommend you to all parties wanting first-class stock and a square deal.

Valley Junction, Wis., Jan 13, 1909.

Yours truly,

A. W. FULLER.

Two Years Afterward:

Sherman Nursery Co., Charles City, Iowa.

Gentlemen: I wish to drop you a few lines and let you know that one of my apple trees died and three grape vines. The tree that died was a "Wolf River." Please replace in the Spring. It was awful dry here last summer and I am thankful that I lost but one. I am well pleased with my one hundred tree orchard.

Valley Junction, Wis., Dec. 13th, 1909.

Yours respectfully,

A. W. FULLER.

What we are doing for others, we will do for you

Sherman Nursery Co.

Charles City, Iowa